



20th European Health Forum Gastein
Health in All Politics – a better future for Europe
4 - 6 October 2017
Gastein Valley, Austria

Task 2: Web-blog contribution on a conference session

Task description

The web-blog task aims to provide Forum participants, the media and the European Health Community with live coverage of activities at the conference.

The blogs should not be a reformulation of the session's content – you do not need to try cover all that was said, but should rather focus on some core aspects you find interesting, new, controversial. In highlighting key concerns and debates, please make sure to provide a balanced view, not taking sides.

Please think of a short and snappy title for your blog and indicate the sessions number (e.g. W7, F1...).

Ideally your blog should be written during the session or shortly afterwards, so it can be uploaded onto the web as soon as possible. You are also invited to comment on other blog entries, generating dialogue on interesting topics. Blog texts will appear on the official **EHFG Public Health Blog** - www.ehfg.org/blog We also hope that some of your texts may appear on the **BMJ Groups Blog** <http://blogs.bmj.com/> (see below for more information on this). *Your blog should be between 400 and 600 words.*

Please ensure your working group submits one blog for every session to which your group is assigned to.

British Medical Journal

We have partnered with the BMJ over the last few years and they are happy to consider **suitable** blogs for publication. However, we have had mixed success with them actually publishing many of our conference blogs written by Young Gasteiners. **It should not be like a report, but a critical reflection on one or two main aspects of the session.** If you need more information, just contact Lisa Bornscheuer (Lisa@ehfg.org)

Please heed the following advice so that this year they will accept as many blogs for publication as possible!

The BMJ wrote us the following:

"In previous years the blogs have had limited success on our site because they are so dependent on being at the conference and knowing what is going on. I think that for readers not at the conference in person it has sometimes been hard to grasp exactly what the blogs are about."



In order for us to consider a blog for the BMJ blogs site it will need to stand alone as a strong comment piece. Ideally the blog will use the Gastein conference as a topical peg to highlight some of the issues discussed at the conference, but also provide a personal view/critical take on the issue and make sure that the blog is relevant to a wider audience of healthcare professionals. The blogs are comment pieces, so they need to have a clear personal view, and make a single strong, novel, and well argued point.” For an example of a Young Gasteiner blog entry at the BMJ blogs site click [here!](#)

Important: please also take a **photo** of a moment during the session so that we can use this to publish alongside your blog – we have found that including a picture or short video generates more hits! If you take a photo of a speaker please make sure you identify who is speaking when you send in your blog so we can tag the photo. Please take a photo of yourself too as it is nice to upload a photo of the blogger with their blog – it personalises the piece.

Deadlines

- 1) The web-blog contributions should be written **ASAP during the conference** and ideally should be submitted on the same day as the session it covers by 19:00!
- 2) They must be discussed with and sent to your working group leader **ASAP during the conference!**
- 3) Send your finished blog to your working group leader for a final check before it is forwarded to Max Göttl (orga1@ehfg.org) and copied to Lisa Bornscheuer (Lisa@ehfg.org) and Josef (email below).

If you have any questions, please do not hesitate to contact me.

Good Luck!

Below are some general blogging tips!

Be Casual and Show Personality

One of the key components of your personality and unique voice is your opinion on topics related to your blog's overall subject matter. Don't be afraid to inject your personal opinions into your blog posts. Without your opinions, your blog posts will read like news stories. What makes a blog interesting is the personal opinions of the blogger behind it. Keeping that in mind, think about how you would talk with one of the conference participants – how would you characterise what you are focusing on, if you were chatting over the phone, for instance? Write your blog entries as you would talk (with appropriate grammar and spelling, of course) and you will have a blog that without question shows some personality.

Create Value

If what you write does not add value to someone's life in one way or another, then you have wasted their time! Always keep your readers in mind, and answer all the questions you think they might have. You can also specifically ask your readers what they would



like to know more about. Not only will you be sure that you are adding value, but this will save you the time of having to brainstorm what to write about. Your blog needs to bring something useful or interesting to readers or there is no point in their visiting the site. In other words, your blog needs to add value to readers' lives for them to take the time to read what you have to say. You can add value by publishing posts that provide more than just news recaps or a list of links to other websites and blogs. Your blog posts need to actually say something unique in your own voice, with your own opinions, and in a conversational manner.

Create Good Content

Writing good content is another key in order to blog successfully. If your content does not read smoothly, your readers will not take you seriously. It is better to write one good article per week which people will want to read, than to write ten articles which people will not be able to get through.

This means that you will have to read your article over several times before posting it to your blog. You need to make sure that you spelled and used your words correctly. Always use a spell checker.

Always Blog From Experience

This is the best way to blog successfully, and to build credibility in your market. Not only that, readers are inspired by personal stories which they can relate to. Never pretend to know something which you have absolutely no clue about. Readers are very quick to figure out whether the author knows the subject or not.

Create Good Titles

The title is what determines whether people will read your blog post or not. So if you want to blog successfully, it is crucial that you write catchy titles to reel your readers in. Spending a little extra time on this one will never hurt.

Leave Comments

Become a part of the blogging community and leave comments on related blogs. Try to be the first one to leave a comment in order to get the most exposure. But do not let previous comments deter you from adding your input. By posting comments on other blogs, you will encourage others to leave comments on your blog as well, thus increasing your readership.

Sample Blog – how to link your sources

Help to promote active ageing in Europe

A new brochure was published which has the purpose to support local and regional actors in promoting active ageing in Europe. As you already know this year is the European Year for Active Ageing and Solidarity between Generations 2012 and this is a helpful contribution!



According to the **Demographic Report** by the European Commission, predictions are that by 2060, about 30% of the population within the EU will be over 65.

Link:

<http://ec.europa.eu/social/main.jsp?langId=en&catId=89&newsId=1065&furtherNews=yes>

Link: <http://ec.europa.eu/social/ey2012.jsp>

Link: <http://ec.europa.eu/social/BlobServlet?docId=6688&langId=en>